Teaching Case

Establishing Industry-Course Partnerships (ICP): Innovative Learning in Business Analytics Courses

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Abstract

While there has been considerable attention given to teaching various business analytics skills, partnering with industry to solve real industry problems at the classroom level has received relatively little attention. To fill this critical need, this case aims to (1) establish an experiential learning focused Industry-Course Partnership (ICP) in a business analytics course; (2) empower students through industry provided business analytics problem solving activities; (3) assess the impact of this innovative approach on students’ experiential learning and value to the industry partner; and (4) disseminate findings through presentations, surveys, and research. The ICP consists of analyzing a dataset provided by an industry partner through a semester long project. These experiences afford opportunities to gain proficiency with critical and creative thinking, inquiry and analysis, and effective communication. Sample deliverables are available upon request.

Keywords: Industry-course partnership (ICP), business Analytics, experiential learning, innovative learning, teaching case